



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

MARKED AGENDA

8:00 a.m., Tuesday, February 14, 2012
Witzeman Public Safety Building
8401 E. Indian School Road
Scottsdale, Arizona 85251

1. Call to Order/Roll Call 8:06AM

Michael Hoffmann, Chairman	David Richard
Kathleen Glenn, Vice-Chairwoman	Mike Surguine
Kate Birchler	David Scholefield
Ace Bailey	

Commissioners Hoffman, Birchler, Bailey, Richard, Surguine and Scholefield, present;
Commissioner Glenn arrived 8:23 a.m. Commissioner Surguine left at 9:52am.

2. Approval of Minutes

Commission discussion and possible action to approve the January 24, 2012 regular meeting minutes (Attachment No.1)

Motion to approve January 24, 2012 minutes by Commissioner Surguine; Seconded by Commissioner Birchler; Approved 6-0, Commissioner Glenn not present.

3. Staff Liaison Reports

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- Staff Bed-Tax Collection Report (Attachment No.2)
- Bed Tax Proforma (Attachment No.3)
- Smith Travel Report (Attachment No.4)
- Program Updates (Attachment No.5, 6)

4. Tourism Development Commission Annual Report

Commission discussion and possible action regarding TDC annual report (Attachment No.7)

Staff Contact: Steve Geiogamah

Motion to approve as amended by Commissioner Birchler; Seconded by Commissioner Richard; Approved 7-0.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR HSHANNON@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

5. Desert Discovery Center Phase III Update

Staff Update and discussion regarding the Desert Discover Center Phase III Project.
Kroy Ekblaw, Executive Assistant, Strategic Projects

6. Tony Nelssen Equestrian Center at WestWorld

Commission discussion and possible action regarding the Tony Nelssen Equestrian Center design service project.

Staff Contact: Brian Dygert, GM WestWorld

Motion to approve by Commissioner Richard; Seconded by Commissioner Glenn; Approved 7-0.

7. FY2011/12 Scottsdale Convention and Visitors Bureau Proposed Use of Additional Funds and Performance Measurements

Commission discussion and possible action regarding FY2011/12 Scottsdale CVB use of additional funds and performance measurements

Staff Contact: Steve Geiogamah; Rachel Sacco, President/CEO of the SCVB
(Attachment No.8)

Motion to approve by Commissioner Birchler; Seconded by Commissioner Richard; Approved 6-0. Commissioner Surguine not present.

8. Preliminary FY2012/13 Destination Marketing Program Objectives

Commission discussion and possible action regarding the FY2012/13 Destination Marketing Program Objectives

Staff Contact: Steve Geiogamah; Rachel Sacco; President/CEO of the SCVB
(Attachment No.9, 9a)

9. Arizona Super Bowl Host Committee & Fiesta Bowl/BCS Financial Commitments

Commission discussion and possible action regarding the Arizona Super Bowl Host Committee & Fiesta Bowl/BCS Financial Commitments

Staff Contact: Steve Geiogamah; Rachel Sacco; President/CEO of the SCVB
(Attachment No. 10, 10a)

10. Fiesta Bowl and P.F. Chang Rock ‘n’ Roll Marathon Performance Recap

Update and commission discussion.

Brent DeRaad, SCVB-Executive Vice President

(Attachment No. 11, 11a, 11b, 11c)

Item tabled to future meeting.

11. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.



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12. Public Comment

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

13. Adjournment 10:08AM

Next scheduled meeting is March 20, 2012



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